

## NO COMPETITOR OF HORSE.

The Motor Truck Designed to Displace the Animal, Says Parker.

"When the motor vehicle was put on the market it was not designed as a competitor of the horse wagon," says Burton Parker, advertising manager of the Willys-Overland company. "It was designed to displace the horse vehicle as the motor railroad displaced the stagecoach. To-day the business man could not afford to drive from New York to Chicago if he had free of cost one of the finest vehicles and one of the best teams of driving horses ever setting a pace on an American roadway.

"Twenty years ago this business man found that thirty-four hours to Chicago by rail was slow. To-day he pays an excess fare in order that he may make the trip in eighteen hours. He is glad to affix a ten-cent special delivery stamp to many of his letters in order that they may be carried on these limited trains. He is willing to pay for celerity.

"All around it is costing more to make use of the limited trains, either for passenger or mail service. Also it costs more to operate these trains, because they carry fewer passengers in finer cars, and because of the great track clearances that impose delays upon every other train moving in the same direction over the track. Celerity in all modern traffic is the demand of the times. One man at the wheel of a motor vehicle takes on a six horse load and makes distances in a fraction of the time possible to the six horses attached to the three wagons employing three drivers.

"Where does the horse come in as a competitor? He is an adjunct merely in many lines of business. To-day a shopper goes downtown, ten or fifteen miles from home, makes her selection of commodities at the department store and hurries back from the morning trip in order to be home in time to receive the delivery at the door. Five years ago she made her purchases on the morning of one day and probably waited in all afternoon of the next day, finally to receive the goods at 5 o'clock in the afternoon, long after her patience had been exhausted.

"To-day the big retail house has its branch delivery stations. A big motor truck can make several trips a day to any of them, loaded to its limit. At the branch station the horse wagon covers its two or three square miles of territory three or four times a day, making local deliveries.

"Does any one contend that the old department store in metropolitan downtown is a competitor of the motor vehicle delivery house, when he insists upon the horse drawn service on such a scale? "Celerity in the motor vehicle delivery has come to the metropolis and it has come to stay. Shall a successful merchant, retail or wholesale, quibble over comparative costs of handling and overlook the hidden loss that months after months is piling up against him in increasing ratio because of his one horse wagon, lack of celerity in delivery? Newspapers are rushing the news of the world to the west coast fast mail in motor vehicles.

"Shall the Post Office Department load 10,000 special delivery letters into a horse drawn wagon, making five or six miles an hour to the same train, while in the motor vehicle the letters are delivered in the matter of collecting them for the mail base the collectors' wagons in the outer districts may reach a maximum speed of four miles an hour?

"The horse never was a competitor of the motor vehicle. He never will be in any broad and comprehensive condition and circumstance.

## THE COMMERCIAL CAR.

Manufacturer of Hewitt Trucks Predicts Growth for This Business.

William E. Metzger, maker of the Hewitt truck, says: "Almost everybody who is in touch with the situation now believes that the great future for the automobile industry lies in the development and extended use of commercial cars. I will go further and confidently predict that within three years at least twice the business will be done in commercial cars as in pleasure cars; and I firmly believe that this statement is conservative.

"The permanence of this or any similar industry is solely founded upon the actual utility of the product. If the automobile were a mere toy or fad, its popularity would quickly wane. But, as has been said, it is the first improvement upon the horse, as a means of individual locomotion, that has ever been produced, and as such will always be in demand. What then will be the future of the commercial car, whose very idea is utility, a quicker and more reliable means of commercial transportation and an actual saving in expense?

"It is possible to-day to obtain thoroughly reliable and serviceable utility cars for almost any purpose. There are, for instance, scores of light delivery wagons on the market for any service and giving three-to-one efficiency. Most of these cars are designed to carry from 800 to 1,000 pounds maximum load, and are usually built upon the same chassis as their makers supply for their family touring cars. In fact the light delivery wagon has come to be a sort of side line for the pleasure car builder, and this branch of the utility car business may be said to rightly come within his province. The day is surely coming, and I believe is near when there will be a tremendous demand for these fast, economical and efficient self-propelled business wagons.

"When heavier loads call for a suitable motor conveyance an entirely different set of conditions appear. The pleasure

car chassis will not do. Designed as it is to carry from one to seven people with a maximum total weight of 1,200 to 1,500 pounds at comparatively high speed, it is not equal to the task of extremely heavy loads at low speed. Its whole intent was for an entirely different purpose. It is like expecting a racehorse to pull a load of coal. And so, naturally enough, specially adapted designs have appeared for this heavy work. Special motor trucks are built for varying loads, ranging from one to ten tons in weight.

"All this seems obvious enough, but unfortunately some manufacturers have failed to realize that motor truck building was an entirely different and distinct task from the building of pleasure cars. I believe that the only motor trucks which have been unsatisfactory were built with this wrong idea. It is a plain fact that but few concerns really know how to build a successful motor truck. Perhaps the point might be aptly expressed by saying that not every physician makes a good horse doctor.

"The heavy truck is not a thing of beauty, but properly utilized it means dollars in its owner's pocket. It is quick, it is efficient, it is tireless. It handles long hauls with celerity and economy. It does not get sick, it is cleanly in the streets and does not block traffic. Best of all if an owner's business is of such nature as to facilitate its use with easy loading and unloading it is an actual economy.

"What are the qualifications of a successful motor truck? First, I should say, strength. Strength of frame, running gear, power plant, transmission and every vital part. A strength far greater in proportion than that of any pleasure car, for a successful motor truck must be practically unbreakable and able to resist the hardest kind of constant service and abuse. Correct balance of weights is another important feature. Otherwise the three give no service, and under certain road conditions the car is well nigh unmanageable.

"A low speed limit gearing is also necessary. The heavier the load, the harder it is to stop. A ten-ton truck, fully loaded, attains terrific impetus even at moderate speed. Running over a curb, across and under its safe speed limit is extremely restricted, and yet this can fairly be placed at from two to three times the speed of the horse drawn vehicle. Extra powerful brakes are of course an important item, as is the specially designed engine, and in fact every working part of the car.

"Our country is fortunate in having in charge of its motor truck department Edward R. Hewitt, having devoted the last ten years exclusively to its development. His commercial cars are of course of every conceivable purpose, from hauling coal and ice to the transportation of dry goods and every variety of merchandise. That they are a positive economy to the business man whose needs demand them is sufficiently indicated by the experience of the great coal distributing firm of Burns Brothers here in New York, who after trying out one ten-ton truck for eighteen months in comparison with horse drawn vehicles recently placed in service ten more, similar to the first but of improved design.

"The United States Government uses a number of these Hewitt trucks in Manila for hauling freight to an altitude of 5,000 feet and scores of private owners have found their use an actual business economy. So far as their longevity is concerned it is enough to say that every Hewitt truck built is still in active operation and giving good service to-day.

"Hauling the tremendous load for vehicles of this kind, the Metzger Motor Car Company has recently purchased a large factory site in Detroit and is arranging to construct there a complete factory for their building, this in addition to the present large manufacturing facilities in New York and Brooklyn. So far we have never been able to keep up with orders, and, as I say, I look for a tremendously increasing demand as business men begin to realize the advantages of motor truck equipment.

"I thoroughly believe that every merchant and manufacturer should look into the possibilities of the motor truck as applied to his business, for under right conditions it is as great an assistance and necessary to modern commerce as the railway, telegraph and telephone."

## PAGE HAS MORGAN TRUCKS.

Chalmers Agents Takes On Commercial Vehicle Line.

Carl H. Page & Co. have taken the agency for Greater New York for the Morgan motor truck, having placed an order for fifty five-ton cars to be delivered within a year.

Charles H. Martin, sales manager of the Morgan company, says: "To the best of my knowledge this is the largest single order for motor trucks ever placed in this country, and we consider that no truck can have a better endorsement than that which has been given the Morgan by Mr. Page. I believe his engineers testing his truck for the last four months.

"When engineers as Joseph Tracy and Mr. Lase have passed over the drawings for days, and Mr. Page with his characteristic thoroughness personally supervised the truck tests. Never in my experience have I seen any machine given such a gruelling test. He made it carry ten one-hundred miles a day for one week, then had the truck completely taken apart to find out what was the effect of the severe strain."

## Quinby Open Place in Pittsburgh.

A. M. Quinby & Co. of Newark, N. J., makers of light weight aluminum bodies, have opened salesrooms on the Grand Boulevard, Pittsburgh, where they will offer Simplex and Isotta cars. A. M. Quinby & Co. are the sole agents in the United States for the Simplex in many of the Eastern States.

## MORGAN FIVE TONNERS.

Sturdy Construction of the Power Wagon of a Pioneer.

Morgan trucks are built in one model, a five-ton machine. R. L. Morgan is universally credited with having been a pioneer in the truck building business in this country and a car of his won in the first commercial test held here. The chief points claimed for the truck are stability, simplicity and economy. The simplicity is shown in the gear shifting. To make speed, the driver pushes the lever ahead.

When he wants to go still faster, he advances the lever further. He has two speeds forward. A pull all the way back gives the reverse. It is contended for the machine that it takes less barn room by two-thirds than its equivalent in cartage power in horses and wagons. Further of economy this is said:

"It will do 60 per cent. more work than three two horse trucks and will perform this extra service at one-third the expense of the three horse drawn vehicles. One Morgan truck customer says that thirty days after he purchased a Morgan truck his equipment of horses gained 40 per cent. in value through being relieved of the pulling down strain of the hardest work. That experience is a universal one where horses continue to be used for the shorter hauls.

"The wear and tear on a Morgan truck compared to the wear and tear on an equal money value in horseflesh is a negligible quantity. Two years is the life limit of usefulness of five horses which are constantly subjected to the work which a Morgan truck will do in that time. One month of pro rata tonnage haul per dollar of cost will depreciate the value of the horse 60 per cent. The same period of time will not affect the Morgan truck a fraction of one per cent., if given the same treatment and attention accorded to a horse."

The Morgan truck construction is chiefly of Krupp steel, the frame being of rolled structural steel. Ignition is by high tension magneto and batteries and the carburetor is of the float feed type. The motor is of four cylinders, cast in block, five inch stroke and five inch bore. The horsepower is 40. This gives a speed of from 6 to 10 miles an hour under normal load.

The tread is 61 inches and the tires are 36 by 6 inches front, solid and 38 by 6 inches dual rear. The truck is made throughout with unit construction and with an idea to ready accessibility of parts. The wheels are of steel, locomotive type, and the wheel base is 141 inches.

## FRANKLIN EXHIBIT.

Commercial Vehicles and an Ambulance Shown by Syracuse Folks.

The Franklin exhibit at the Garden will include model L-5 with an express body and model O-1. There will also be shown a special ambulance, found a taxicab. L-5 is a standard one-ton truck furnished with 36x5½ Goodrich pneumatic tires. It has a 94 inch wheel base and a four cylinder motor rating at 18 horse-power. Bosch magneto and a float feed carburetor are used. There are three speeds forward and a reverse in the progressive sliding gear transmission.

Model O-1 is a 1,000 pound delivery wagon with 36x4½ universal quick detachable tires. It has also an 18 horse-power motor. The wheel base is 112 inches and the tread 56½ inches. In many other respects it resembles the large wagon. The light wagon weighs 2,300 pounds.

The ambulance has much the same specifications and only a trifle more weight than the 1,000 pound delivery wagon. The equipment, besides lamps and lights is: Cot with rubber tired rollers and pneumatic mattress and pillow for patient, extra stretcher rolled up and hung longitudinally on right wall inside, first aid outfit, splints, etc. On left side box containing ice tank and battery for lighting, on right running board, tool box holding Frost-O-Lite tank and tools.

## GIANT HEWITT.

Big Trucks That Carry Immense Loads a Specialty.

The Hewitt motor truck of the Metzger Motor Car Company of New York comes in large sizes. The 20,000 pound coal truck that is seen wandering around the city is one of these, and its appearance is sure always to excite comment. This truck has a loading space 15 feet in length, the car having 138 inch wheel base and a tread of 68 inches. The chassis weighs 12,000 pounds and its maximum speed is seven miles an hour. The driver's seat is alongside of the motor and there is left hand control.

A motor of 40 horse-power is employed, the carburetor being of the Metzger make. Ignition is by Bosch magneto with fixed control. Planetary gear set is used, two speeds forward and reverse. The drive is by counter shaft and side chains. Twin block rubber tires 36 by 5 are used in front and 44 by 7 in the rear. The tank capacity is: Gasoline, 30 gallons; water, 10 gallons; oil, 3 gallons.

The small truck of the Hewitt line is a 4,000 pound affair with a wheel base of 112 inches and 60 inch tread. It has a turning radius of forty-five feet. The weight of the chassis is 4,200 pounds and the maximum speed is eighteen miles an hour. The driver's seat is above the motor and the control is at the right side. A 24 horse-power two cylinder motor is used, with Schieleber carburetor and Bosch magneto. A planetary gear set, two forward speeds and reverse, is employed. Block rubber tires 34 by 4 inches are used

**OWNERS** say they save \$1,000.00 a year on each **LANDSEN ELECTRIC WAGON**, a return of 35% on the Investment. Based upon six years of such service, We Guarantee the Upkeep

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Pioneer Warehouses  
The Halle Bros. Co.  
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Eagle Storage & Warehouse Co.  
The Arlington Co.  
Brooklyn Edison Co.  
Gimbel Bros.  
Olds, Wortman & King  
New York Edison Co.  
New York Hospital  
Wells-Fargo & Co.  
Forbes & Wallace  
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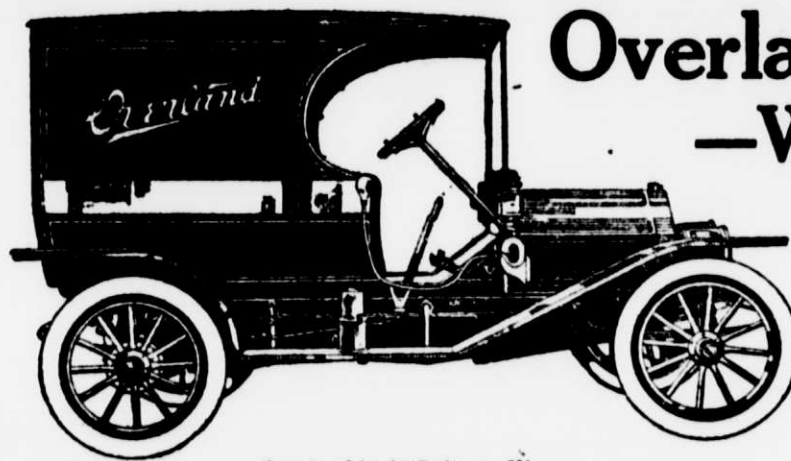
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## THE LANDSEN COMPANY

273 High Street. Phone 1966 Branch Brook  
Newark, N. J.



Overland Light Delivery Wagon

H. P. 25. Wheel Base 102 in. Made with the enclosed and open express bodies. Price, \$1,000.

For two years, Overland Delivery Cars—like the one pictured here—have been used in the Government Mail Service in Indianapolis.

Each one has done the work of three horse-drawn vehicles. Each has covered from 60 to 75 miles daily—winter and summer, rain and snow—without missing a single trip. They have done this for two years and are doing it still.

Recently these cars won the Government test for automobile mail wagons conducted at Philadelphia. There were entered in this competition practically all other makes of similar automobiles, and the Overland won against all of them.

Of all the myriad uses to which these cars are put, the Mail Wagon test is the most severe.

Mail Wagons must make their regular trips, every day of the year, regardless of weather. There have been times in Indianapolis when the snow put a stop to all other traffic, but the Overland Mail Cars made their trips.

Mail Wagons must be dependable—must always keep running—for the mails cannot be delayed.

They must cover from 60 to 75 miles daily, making innumerable stops.

They must be simple, so that any man can operate

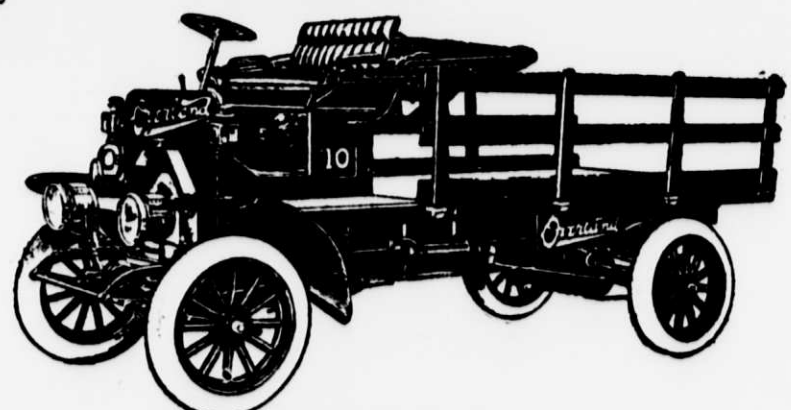
## Overland Delivery Cars —Winners of the Government Test

them. They must be easy to care for, as the operators are usually novices. They must be practically trouble proof. Overland Delivery Cars, for two years, have met all these requirements. They have won against all competition in the Government tests. The cars which have done this are the best possible cars for any delivery purpose.

There are thousands of storekeepers and others who would be using these cars if they knew the facts.

A car which enables one man to do the work of three men and three horse-drawn vehicles is bound to be an economy.

We want to tell you the facts—to show you the cars—to demonstrate what you can do with them. Send for our commercial vehicle book today.

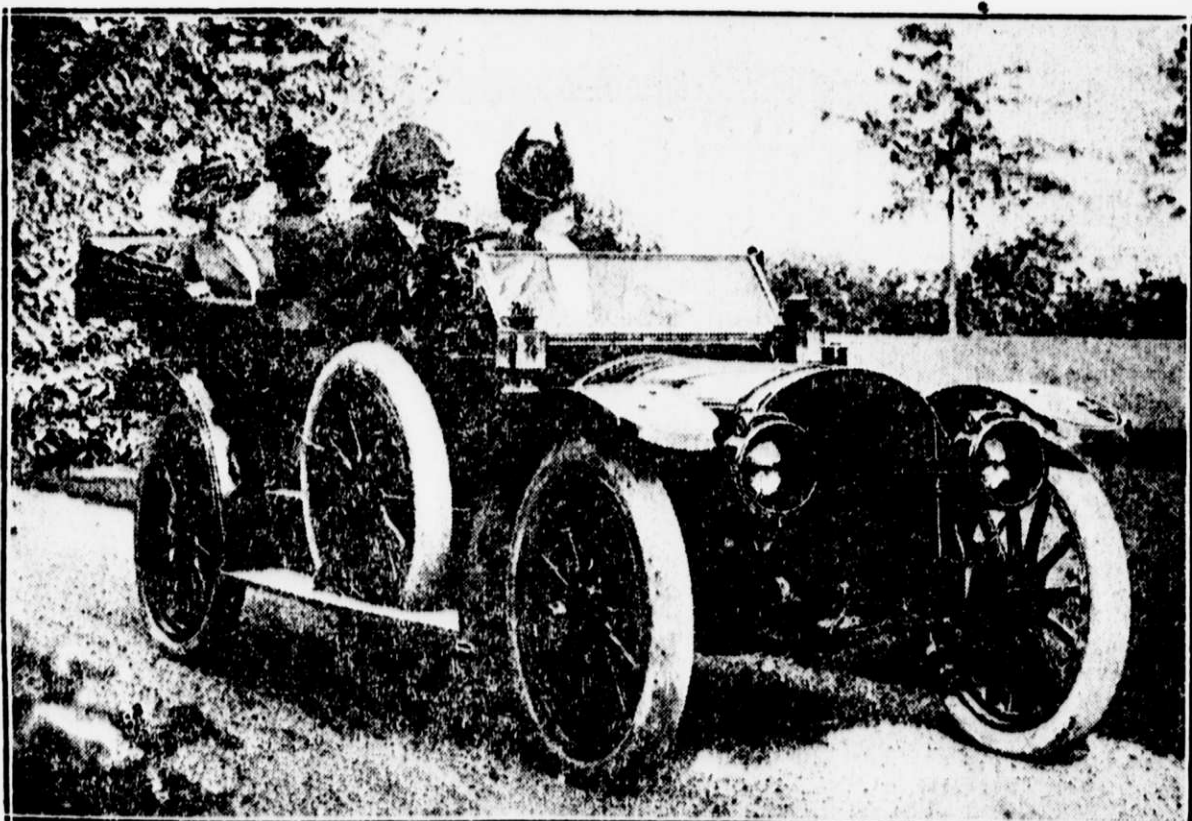


Overland One Ton Truck

H. P. 40. Wheel Base 120 in. Price, \$1,500.

## The Willys-Overland Co.

Toledo, Ohio, U. S. A.



TOURING IN A RAMBLER CAR.

**Saurer**  
**Motor Truck**  
**EXHIBIT**  
60 Madison Avenue  
Opposite Main Entrance Madison Sq. Garden  
**AUTOMOBILE SHOW**

in front and twin block 34 by 8½ in the rear. This chassis weighs 4,000 pounds. Still another Hewitt truck has a load capacity of 10,000 pounds. This uses a four cylinder motor developing 40 horse-power, and the weight of the chassis is 9,200 pounds. Block tires are used both in front and rear. The rear twins being 36 by 5 inches. This also employs a planetary gear system with two forward speeds. The driver's seat is alongside the motor and there is left hand control.

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**TRUCKS**

ARE ON EXHIBITION ONLY AT OUR SALES-ROOM, BROADWAY AND 55TH STREET.

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